

## AMAZING DOUBLE INCOME MACHINE

**For Real Photo Fun,  
NEOPRINT Is Fantastic!**



## Multiframe Function

Choose 1 of 12 types of basic frame styles.

And when you take your picture,  
4 types of arranged frames are printed simultaneously!

NEOPRINT is easy to handle.

You don't need to be a technician to change ink sheets and perform daily maintenance.

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  - ★ A roll paper developing system that minimizes problems like paper jams!
  - ★ An automatic photography function guarantees natural shots!
  - ★ Full color, black and white or sepia(antique) prints!

Customized frame design available!

#### Customized cabinet coloring along

The service will be optional and start shortly.

- Power supply: AC110/120V(50/60Hz)
- Power consumption: 260W
- Gross weight: 134kg
- Dimensions: 16.81m x 1.6m x 1.23m x 1.91m

This product is marketed in  
NZ under an exclusive  
distribution licence held by  
Cain Cig. Mfg. Ltd.

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

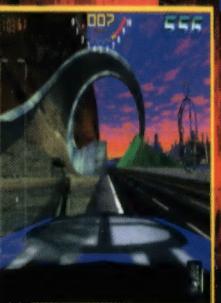
San Francisco  
**RUSH ROCK**  
ALCATRAZ EDITION

**It's here! The exciting sequel to the  
most realistic and intense driving game ever.**

- Four new tracks.
  - Four new cars.
  - Two dozen new shortcuts.
  - New music.
  - Mirrored tracks.

**Available in two configurations:**

- A new two-piece single-seat driver
  - A conversion kit to upgrade existing Rush units



DECEMBER 1997

**It's a brand new Rush.**

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San Francisco™

# RUSH THE ROCK

ALCATRAZ EDITION

## Presenting Rush The Rock: Alcatraz Edition

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

All the features that made the original a classic!

- Intensely real driving model
- Four unique handling models
- Spectacular jumps, crashes, and stunts
- Eight-way linkability

Plus all-new features:

- Four new tracks (for a total of seven)
- Four new cars (for a total of twelve)
- Two dozen new shortcuts
- New music
- Mirrored-tracks feature

Available in a new single-seat two-piece cabinet or as a conversion for existing SF Rush units. Link-ready when shipped.

Operator options:

- Link kit - metal spacer brackets
- Hub kit - Ethernet hub to link 3 or more units
- Deluxe Overhead - backlit attraction piece



Atari Games Corporation  
675 Sycamore Drive  
Milpitas, CA 95035  
tel (408) 434-3700  
fax (408) 434-3776

Boxed Dimensions:

Main unit W: 30.75 in. (78 cm) H: 67.5 in. (171.4 cm) D: 46.5 in. (118.1 cm) Wt: 408 lbs. (185kg)  
Seat unit W: 31.25 in. (79.4 cm) H: 28.25 in. (71.8 cm) D: 49.9 in. (126.7 cm) Wt: 123 lbs. (55.9 kg)

Unboxed & Assembled: W: 30.0 in. (76.2 cm) H: 67 in. (170.2 cm) D: 62 in. (157.5 cm) Wt: 425 lbs. (193 kg)



# SYSTEM 2000 CABINETS



**AVAILABLE**  
in standard resolution  
**53" & 50" CABINETS**  
also available as a 38" dual resolution

**COMPATIBLE**  
for any game  
**PRODUCED IN**  
**new zealand**

**SEATED**  
and non seated  
**VERSIONS**

# WORLD JOURNEY

## DECEMBER 1997

**9-12**  
**FORAINEXPO LYON 97**  
 Eurexpo Lyon,  
 France  
 Contact: Blenheim  
 Ph: +33 1 4756 2107  
 Fax: +33 1 4756 2110

**9-12**  
**SEKEP EXPO '98**  
 EKEP Exhibition Centre  
 Athens, Greece  
 Contact: SEKEP  
 Ph: +30 1 821 1661  
 Fax: +30 1 825 1609

**17-20**  
**AMUSE WORLD '97**  
 KOEX - Korea Exh'n Centre  
 Seoul, Korea  
 Contact: KH Lee  
 Ph: +82 2 551 1126  
 Fax: +82 2 551 1311

## JANUARY 1998

**22-25**  
**INTERSCHAU '98**  
 Nürnberg, Germany  
 Contact: Nürnberg Messe  
 Ph: +49 911 86060  
 Fax: +49 911 860228

**27-29**  
**ATEI**  
 Earls Court 1, London, UK  
 Contact: Peter Rusbridge  
 Ph: +44 171 713 0302  
 Fax: +44 171 713 0446

## FEBRUARY 1998

**21-23**  
**ARABIAN AMUSEMENT CONVENTION**  
 Cairo International Congress Centre  
 Nasr City, Cairo, Egypt  
 Contact: Gerry Robinson  
 Ph: +44 1905 603 3256  
 Fax: +44 1905 724 768

**27 - MARCH 2**  
**AMUSEMENT MACHINE '98**  
 China Foreign Trade Centre  
 Guangzhou, China  
 Contact: Mr Lewis Wang  
 Ph: +86 20 8736 1887  
 Fax: +86 20 8736 1350

## MARCH 1998

**3-4**  
**AMEX '98**  
 Doyle Green Isle Hotel  
 Dublin, Ireland  
 Contact: Susan Feery  
 Ph: +353 45 521 190  
 Fax: +353 45 521 198

**3-5**  
**THEME PARKS & FUN CENTRES SHOW**  
 World Trade Centre, UAE  
 Contact: Int'l Expo Consults  
 Ph: +971 4 449644  
 Fax: +971 4 446238

**11-12**  
**INDIA AMUSEMENT EXPO**  
 Taj Palace Hotel  
 New Delhi, India  
 Contact: William T Glasgow  
 Ph: +1 708 333 9292  
 Fax: +1 708 333 4086

# San Francisco RUSH THE ROCK

## COOL NEW FEATURES OF RUSH THE ROCK

**EVERYONE** knows about the cool features in the original Rush: the realism, the swanky jumps, the luxurious choice from four spiffy handling models. The great memories of leaping off half-finished freeways, cruising through Golden Gate Park, blowing through Chinatown and flying down Lombard. But Atari believes that as good as Rush is, Rush The Rock blows the original away. Four new tracks, groovy new tunes ... it's a mightily wild ride.

**Four new cars:** That's right, four cool new cars in all handling models, sure to please even the staunchest critics. Check out the taxi cab, the pickup, and the other "unusual" selections. As for the new, original tracks, here is a rundown of what players can expect.

**Track 1: Golden Gate (Beginner).** Features three new shortcuts, including one extremely cool ditty that goes down the painter's path on the right side of the Golden Gate Bridge.

**Track 2: Embarcadero (Advanced).** Has four new

shortcuts, including the now infamous Razor's Edge (crisscrossing tunnels with a razorsharp wall for the indecisive). Pretty much this whole track, the most popular from the original Rush game, is playable with alternative paths. Never the same experience twice!

**Track 3: Market (Extreme).** The Extreme track is pretty much unchanged from the original Rush.

**Track 4: The Rock (Advanced):** The Rock features a full-blown embedded figure-eight tour around this legendary prison island. A corkscrew, loop, multiple jumps, and numerous shortcut make this one power-packed and fun track. Other highlights include a spectacular jump straight into the heart of the pen and a killer "Lightbulb" shortcut.

**Track 5: Downtown (Advanced).** This super-studly track goes down Embarcadero next to SF Bay, up Washington, down Kearny, crosses Market, and finish up down Mission. Highlights include a wicked turn at the feet of the TransAmerica Pyramid, a tour through the Financial

District, and a speedy trip by the Centre for the Performing Arts. There is one hidden jump that is the most monstrous in the game. Groovy!

**Track 6: The Heights (Extreme).** This is a tour through the famous Pacific Heights area, starting at Jackson St and going down Van Ness, through Fort Mason, down Cervantes Blvd., along Marina by the San Francisco Bay, up Scott Ave (crossing Lombard), and ending at Alta Plaza. Highlights include a cool shortcut that leads to giant jump out over the Yacht Harbour. Bring your wet suit!

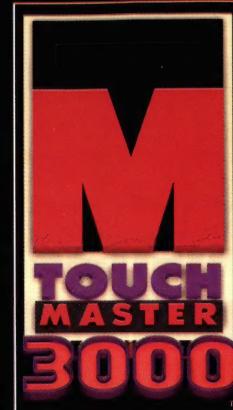
**Track 7: Sunset (Extreme).** A long straightaway begins this track, which takes you south down Highway 1 (Sunset) along the Pacific Ocean. Route circles Lake Mead, heads back up the same stretch of Highway 1 and then takes the hairpin turn at the Cliff House (the famous eatery on the scenic point). After heading up Geary, you turn back south, then finish up at the edge of Golden Gate Park. Highlights include the city zoo and the California Palace of the Legion of Honour.

"Midway really **delivers** on their promise. Every upgrade so far has **increased** the **earnings** from my machine. I say, keep them coming!"

—Barry Seltzky  
TouchMaster Owner

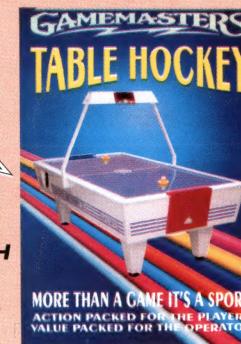


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# ESCAPES

## GAMEMASTER AIRHOCKEY



COMPLETE WITH ELECTRONIC MECH & SOUND 2ND HAND

## PARROT IN A CAGE

\$900

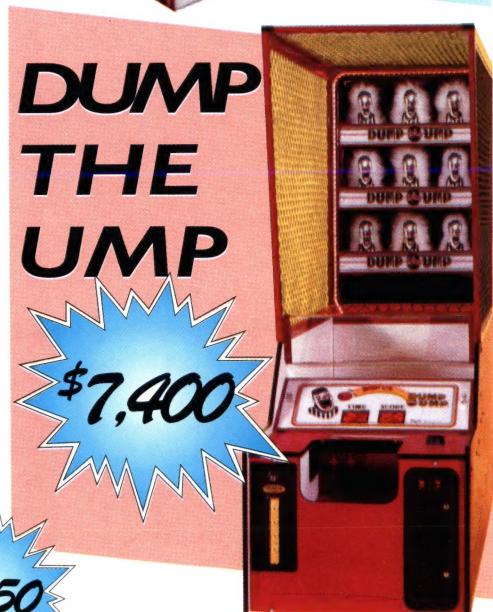


## TAITO DX AIR LANDER

HUGE SINGLE PLAYER TAITO UNIT SIMULATING AIRPORT LANDINGS AT VARIOUS AIRPORTS 2ND HAND

\$4,850

## VICTORY GOAL



# HOT SP

# OFF/ROAD CHALLENGE™

## COCO THE CLOWN



2ND HAND

## SHOOT TO WIN



TWIN BASKETBALL  
2ND HAND

## RAIL CHASE DX



2ND HAND  
1 ONLY

ALL PRICES IN THIS  
MAGAZINE ARE EXCLUSIVE  
OF GST AND FREIGHT

## MELTEC GREAT FROG RACE

\$4,400

TIME OUT

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**All the Staff at  
Coin Cascade  
would like to  
thank you for all  
your patronage  
throughout this  
year and wish you  
all a safe and  
Merry Christmas and  
we look forward  
to dealing with you in  
the New Year.**



Dear Customer

We are pleased to advise you of our upcoming move to new premises on the 7th of December 1997.

These premises (only 200 yards from our current location) will allow us to streamline our operation and provide you with an enhanced level of customer service.

Our telephone and fax numbers will remain unchanged. Our new details are as follows:

**Coin Cascade Limited  
34 Birmingham Drive  
Christchurch  
NEW ZEALAND  
Phone: 64 3 338 1411  
Fax: 64 3 338 1410**

Should you have any queries regarding our relocation, please do not hesitate to contact us on the above telephone number. Thank you for your co-operation.

Yours faithfully  
COIN CASCADE LIMITED

# CLASSIFIEDS

**Virtua Fighter 2 26"** \$5,500  
**Virtua Racer 26" twin** \$8,000  
**Winning Run DX Mover** \$3,500

**1x Tekken 1** \$800  
**1x Tekken 2** \$1,700  
**1x Toshinden** \$900  
**1x Virtua Fighter 2 PCB** \$2,500  
**1x War Gods** \$2,400  
**1x X-Men (B)** \$800

**PH MAARTEN OR ALEX**  
**09 524 5773**

## CABINETS FOR SALE

**26" Lowboy, belly front** \$1,600  
**26" Tallboy, belly front** \$1,650  
**26" Simpo, electronic mech** \$1,350  
**PH RICHARD 09 525 0200**

## FOR SALE

**Toshinden 2** \$550  
**Street Fighter II** \$100  
**Alien Storm** \$150  
**Arch Rivals** \$???

**Mortal Kombat 1** \$250  
**Marvel Super Heroes (B)** \$600  
**Street Fighter New Challenge (B)** \$600  
**Dark Stalkers (B)** \$300  
**Neo Geo cartridges available** \$50 each  
Also this arcade is up for sale again as previous deal has fall through, very tidy business, top location in Rotorua, asking \$160,000 ono as a going concern.  
**PH FRED OR ANNE 07 347 1806**

## DEDICATED FOR SALE

**After Burner 2 Upright** \$1,200  
**Cyber Cycles 29"** \$18,000  
**Line of Fire** \$1,900  
**Lord of Gun Kit** \$500  
**Mobil Gundam Gun Kit** \$600  
**Operation Thunderbolt** \$400  
**Putting Challenge** \$5,000  
**Rad Rally Twin** \$7,000  
**Rave Racer 33" Twin** \$14,000  
**SCI Dedicated Twin** \$1,100  
**SST Air Hockeys** \$2,300  
**Space Gun** \$1,800  
**Stadium Cross** \$8,000  
**Virtua Fighter 2 Dedicated** \$6,500  
**Virtua Fighter Dedicated** \$3,500  
**Virtua Racer Twin** \$8,500  
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## LOGIC BOARDS FOR SALE

**2x Armoured Warriors** \$300  
**2x Elevator Action** \$1,000  
**2x Fighting Vipers** \$5,000  
**1x Gun Bird** \$400  
**1x Jackie Chan** \$750  
**2x Killer Instinct 1 PCB** \$2,400  
**2x Killer Instinct 2 PCB** \$2,300  
**1x Macross** \$300  
**1x Marvel Super Heroes (B)** \$700  
**4x Mortal Kombat 1** \$400  
**1x Mortal Kombat 3 Ultimate** \$700  
**2x NBA Jam Tournament** \$800  
**1x Raiden 2** \$1,600  
**4x Street Fighter CE** \$200  
**5x Street Fighter Hyper Fight** \$200  
**5x SF Super Turbo (B)** \$200  
**3x Street Fighter Two** \$200  
**1x Street Fighter The Movie** \$900  
**1x Street Fighter Alpha 1 (B)** \$900

## FOR SALE

**Alpine Racer x2** \$20,000  
**Daytona Twin** \$22,000  
**Cruisn' USA Twin x2** \$15,000  
**Cruisn' World** \$20,000  
**Sega Rally Twin** \$22,000  
**Indy 500 Windscreen Twin** \$20,000  
**50" Drug Wars** \$7,000  
**Lucky & Wild** \$4,000  
**Lethal Enforcers 26"** \$3,000  
**Neo Geos with Lowboys** \$3,000  
**Air Hockey (Stainless)** \$4,000  
**Area 51** \$5,000  
**Killer Instinct** \$4,000  
**PH PETER 03 442 8644**

# CLASSIFIEDS

## FOR SALE

26" cabs c/w logic board \$1,600  
 PCBs include Tekken & MK2  
**PH LAURIE OR FAY 09 627 1656**

## FOR SALE

Raiden 2 \$1,250  
 Soul Edge \$950  
**PH BRENT 025 597 228**

## FOR SALE

Final Lap 3 26" twin sitdown, NRI mech \$4,000  
**PH LES 025 763 660**

## FOR SALE

GTI Club 27" twin, NRI mech \$26,500  
 Free standing change machine - accepts both notes & coins & dispenses 20c pieces \$1,500  
**PH NORM 09 404 0901**

## DEDICATED FOR SALE

Outrunners 26" twin \$8,000

## PINBALLS FOR SALE

Roadshow	\$2,000
Demolition Man	\$2,000
Star Trek TNG	\$1,600
Indiana Jones	\$1,400
Twilight Zone	\$1,400
White Water	\$1,200
Popeye	\$1,200
Dr Who	\$1,000
Creatures	\$1,000
Fish Tales	\$1,000
Star Wars	\$1,000
Terminator 2	\$800

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## FOR SALE

2 of 8' x 3'6" Slate Coin Pool Tables  
 1 of 7' x 3'6" Slate Coin Pool Tables  
 1x Taito Air Hockey Table with super fast beveled corners on playfield  
**PH DAVID 09 838 8917**

## FOR SALE

2 Coin Cascade, 6 Game Neo Geo cases plus 6 game cartridges in each. Cost \$2,000 each or \$3,000 for both  
**PH ROGER ON 03 528 8228**

## PINBALL SITE FOR SALE

Attack from Mars, top earning machine on top earning site! \$9,500  
**PH 04 389 7978**

## PCBS FOR SALE

Armoured Warriors (B)	\$250
Dark Stalkers (B)	\$150
Decathlete	\$1,250
Jackie Chan	\$350
Marvel Superheroes (B)	\$600
Marvel vs SF	\$1,550
Mortal Kombat	\$250
Mortal Kombat II	\$600
Mortal Kombat III	\$900
NBA Jam TE	\$750
SF Alpha 2 (B)	\$700
SF vs X-Men	\$950
Stadium Hero '96	\$1,000
Tekken	\$900
Tekken II	\$1,350
Toshinden II	\$400
War Gods	\$1,500
X-Men (B)	\$450

## NEO GEO FOR SALE

Wide range available - prices negotiable  
 Call Richard for list  
 Neo Geo single slot kit including loom & mylar \$450

## DEDICATED FOR SALE

Air Hockey DX	\$4,750
Cruisn' USA 26" twin	\$14,000
Exhaust Note 26" twin	\$5,000
Grand Prix Star 26" twin	\$5,000
Rave Racer 33" twin	\$16,500
Revolution X 25"	\$5,000
Stadium Cross 26" twin	\$7,500
Suzuka 8 Hours 2 26"	\$8,500

# IAAPA



**THE IAAPA Parks and Entertainment Centre Show** was held over four days this year in Orlando, USA. The show was huge with show delegates needing a full three days to simply walk around the various exhibits.

Lazer tag companies, simulators of every type from the \$US21,000 to huge IMAX and IWERKS cinemas costing many millions of dollars were on display, as were a number of redemption machine products and video games.

Both Sega and Namco had large stands but the only new product was limited to Sega's massive "Power Sled" three player ice riding game (a very expensive unit) and Namco's new prototype horse racing redemption game, called Flick Derby. Williams took the opportunity to push their new games, Mortal Kombat 4 and Blitz (both seem before).

Thrillseekers (from Australia) had a good response to their "Voyager 5000" interactive simulator while Konami's new fun driving game "Handle Champ" was at least a little bit different as players competed in a range of short, competitive driving games.

There was little else relevant to the coin operation market accept for a huge range of VR type products (and coin-op seems to be moving away from these now) as this show includes all products needed for larger theme parks (food, seating, lighting etc etc) where the general customer seems to be a "new" customer rather than the weekly visitor we require and hence many of the games "look good" and are spectacular but lack sufficient depth (and a realistic price) to enable them to be of much relevance to our industry.

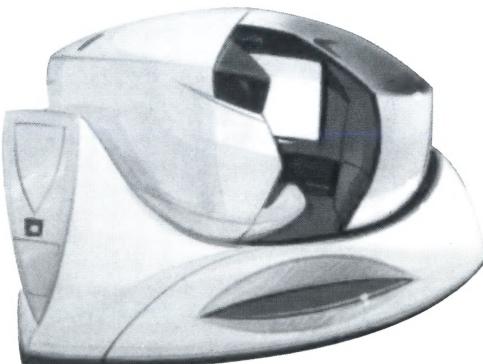
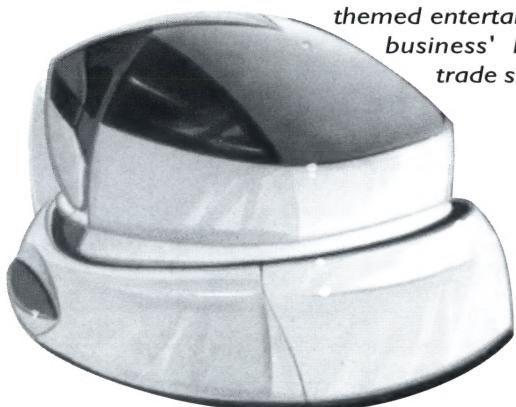
Still a great show and some very good seminars on topics of interest including experts on "education", why women are not great spenders and on managing coin-ops.



# INTERACTIVE S2 PREMIERES AT IAAPA

Thomson Entertainment's new interactive two seater product was one of the stars of the show at IAAPA '97 in Orlando from 19-22 November.

"All was revealed at the themed entertainment business' largest trade show." I



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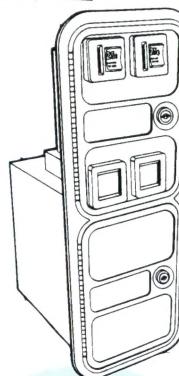
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Bevan Fisher  
Ph 09 525-8135  
Mobile 021 622-319  
Fax 09 525-6410

CENTRAL  
Robert Briggs  
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Mobile 025 946-724  
Fax 07 346-3784

LOWER N/I  
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Mobile 021 500-065

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# SPECIALS



**DOUBLE  
IMPORT  
COIN  
DOORS  
2 FOR \$60**

## 20" MONITORS



**\$150**

**\$2 COIN MECH  
\$10**



**\$25**

## 20" TUBES/ MONITORS



**\$370**



**ORANGE/  
RED  
FLIPPER**

**\$1891**

## FLOURESCENT TUBES 15 WATT 18"



**\$5.90**

**SPECIALS ONLY AVAILABLE FROM 10 DECEMBER TO 31 JANUARY  
PRICES EXCLUDE GST**

# TECHNICAL UPDATE

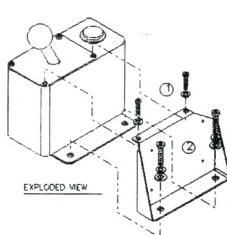
## SAN FRANCISCO RUSH

### SHIFTER HOUSING ...

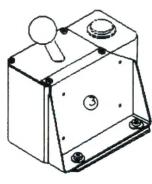
IT has been reported that a number of San Francisco Rush operators have been experiencing problems with the shifter housing breaking off from the cabinet at the 90 degree angle bend. Atari has designed a "Shifter Reinforcement Kit" part# A-21903 to fix and reinforce broken shifter housing. While it is not necessary to install this bracket on all San Francisco Rush games, Atari recommends you encourage your customers to inspect the shifter housing on their Rush games. A shifter housing bracket should be installed on games with broken shifter housings or shifter housings that show signs of stress at the 90 degree bend. Below is a drawing of the bracket installed on a shifter housing. This "Shifter Reinforcement Kit" is available through WMS Part & Service, Chicago, ILL. If you have any questions please contact your Atari Games Distributor.

### SF RUSH LMA PCB ...

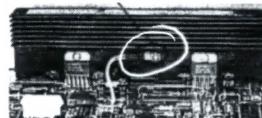
TO improve protection of drivers Q1 and Q2 (WMS Part# 5370-15257-00) on linear motor amp board, relocate thermister from heat sync to metal mounting tang of Q2. This modification can be done



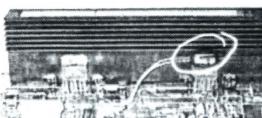
EXPLODED VIEW



INSTALLED VIEW



Before



After

with board still mounted in game cabinet.

### THIS MODIFICATION SHOULD BE DONE TO ALL SF RUSH LMA PCB!

#### TURN POWER OFF!

1. Unscrew the thermistor from the heatsink (discard #4 screw).
2. Enlarge thermistor mounting hole to 9/64" (3.58mm) to accommodate a #6 screw.
3. Unscrew Q2's mounting screw (#6).
4. Mount thermistor on top of Q2 with the same #6 screw, keeping the body of the thermistor over the metal mounting tang of Q2.

After modification is complete, check that the cooling fan is running and circulating air at the LMA PCB.

TIME OUT



a sense of freedom

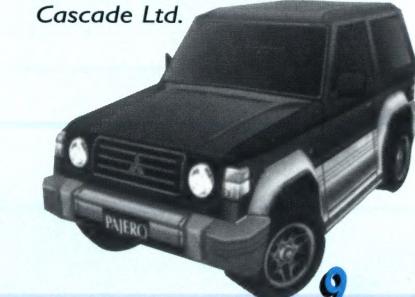


**ROAD'S Edge** is housed in a strikingly coloured custom cabinet, complete with retro styled bodywork and lights. Its inner workings utilise the Hyper Neo Geo 64, described by SNK as "the ultimate Neo Geo". This easy to handle, high performance system packs two capabilities: a high grade 3D function producing life-like graphics and a sophisticated 2D function for sleek and vivid animation. These dual functions are brought together in a single piece of hardware, a PCB that SNK promise will open a new frontier of profitable opportunities within the amusement work.



Hyper Neo Geo 64 reproduces the thrills and spills of RV driving on Road's Edge with a sense of freedom not previously found in driving or racing games. Under a series of licensing agreements negotiated by SNK, players drive authentic RV vehicles - the Mitsubishi Pajero, Toyota Hilux and the Land Rover Discovery V8iES, all equipped with Bridgestone tyres.

Competitors undertake a round-trip race on the roads of the world. By selecting championship or Trial Mode, the may compete against the



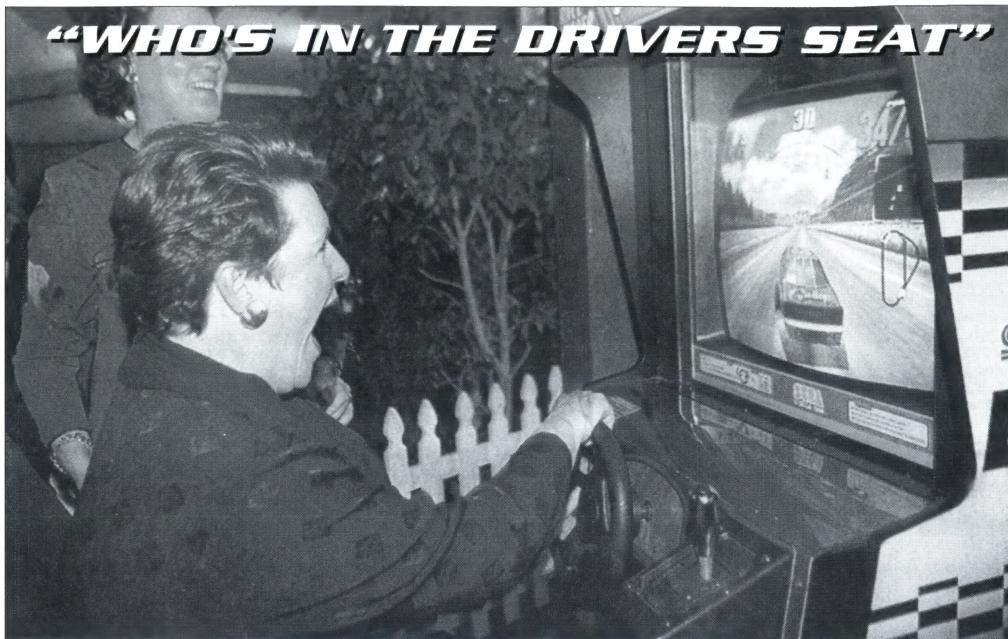
clock or each other (up to four drivers).

Other features include a choice of views, oncoming obstacles, authentic sounds and the "reactive handle," which allows players to experience the full twisting, turning and jolting sensations of RV driving.

At the end of the day, Road's Edge is a fast and furious driving game and if your players love the genre as much as I do, then they'll love this. Its main commercial significance is that it's a genuine "first" from SNK and that the cabinet is fully upgradable as SNK develop more exciting game titles on their Hyper Neo Geo 64 system. We saw it first at SALEX in July. We liked it then and, three months later as it reaches Europe, we still like it. For full details of prices and availability contact Coin Cascade Ltd.

Courtesy Euroslot

## "WHO'S IN THE DRIVERS SEAT?"



**DRIVERS SEAT:** Prime Minister designate Jenny Shipley enjoys a video game at a Lion Breweries function at the Boat Shed on Wellington's waterfront last night.

Mrs Shipley was one of more than 100 people including MPs and leading business people who took time out to "lighten up" at the event, which was aimed to promote the consumption of light beer.

The night's activities, supporting the theme "control and fun" included virtual fishing, remote control yachts, video games and

Metro magazine editor Bill Ralston adjudicating a role-reversal "question time" during which MPs got the chance to grill journalists.

Lion Nathan chairman Douglas Myers said the party had shown that low-alcohol options and social responsibility still allowed for fun and entertainment.

"We understand the changes occurring in society and are actively promoting social responsibility by providing a range of beers including lower-alcohol options."

Courtesy Dominion 26/11/97

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**AUCKLAND/NORTHLAND**  
Bevan Fisher  
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**CENTRAL**  
Robert Briggs  
Ph 07 346-3783  
Mobile 025 946-724  
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**LOWER N/I**  
Mike Cook  
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TIME OUT



"YOU can be a MILLIONAIRE ... and NEVER pay taxes!"

began an old comedy routine by Steve Martin. Grinning with all the dazzling enthusiasm of a snake-oil salesman, he would pause to make sure he had everyone's attention, then continue his spiel: "First ... get a million dollars."

Any discussion in this industry about opportunities, new markets and new technology may strike some folks as equally dubious and full of *Catch-22*'s. But, in my humble opinion, such discussion is not just "happy talk." Opportunities are around, ready to be exploited. Obviously a lot of trade members agree, because they are putting their money where their mouths are (or at least, where they hope and calculate that their ROI will be).

Too many people who are waiting for their ship to come in, probably wouldn't recognise opportunity if the Queen Mary steamed into the harbour overladen with a cargo of solid gold bullion and outfitted with neon signs saying "Free Samples." Worse, some who did realise a circus of opportunity was playing in their own backyard - complete with fireworks, dancing girls and a brass band - wouldn't bother to

push open the screen door to go outside and investigate!

How do you recognise opportunity? It's a fundamental business skill, but one which is rarely discussed. Mostly we hear people talking in terms of seeking continuity with the past: "Yeah, I tried something like that once ... didn't work ... don't want to get my foot caught in the door again." Too often, this line of thinking is a formula for missing the boat. Instead of thinking in terms of what worked before and what I would be comfortable doing again, professional "opportunist" think in terms of what's new or different, yet has major forces lining up to support it.

Billionaire financier George Soros says he accumulated his fabulous fortune - and made his investors wealthy - by ignoring the 99% of the time when markets go by predictable and consistent trends. Instead, Soros says he focuses on the 1% of the time when market events are "discontinuous". Soros explained: "I do not play by a given set of rules. I look for changes in the rules of the game." As a result, his Quantum Fund has shifted major strategies every 10 years since 1969. A thousand dollars invested then would be worth over

\$2 million today (assuming you could have reinvested dividends without worrying about taxes ... ask Steve Martin for help on this part). Can the same kind of payoff happen in this industry? Maybe not to that degree, but the underlying principles for recognising opportunity hold true for any business. Obviously, the Soros approach requires a certain amount of intestinal fortitude. "Risk is not comfortable," as he himself says. "We can try to minimize the discomfort, but the fact remains that risk is what earns the high returns."

Opportunities in the amusements business today include ATM machines; CD-ROM based video games and systems; location based entertainment (sites, equipment and systems alike); countertop videos; modem-linked bar games; properly promoted pinball (yes, pinball ... what goes down, must come up); the Internet; "retro" games and locations; downloaded music; legal gaming ... and probably much more.

One note of caution: these opportunities are arriving at harbours near you, but they don't mean less work. Opportunity in fact, usually means much more work. But hey, that's where the fun comes in, right?

COURTESY REPLAY

# ACCOUNTANTS CORNER

## RECRUITING THE RIGHT PERSON

**CARELESS** hiring of staff can create enormous problems for small companies, with damage ranging from poor morale to costly personal grievance claims.

But hiring the wrong person can be avoided, says HR consultant Eddie Mann. He recommends using a carefully developed selection procedures and job descriptions when employing staff.

"Your chances can be improved by following these steps," he says.

### 1. Complete a job specification - a good job specification is essential.

The elements in compiling this are:

- List the major responsibilities associated with the position.
- List the main tasks you expect the person to perform.
- List what results you expect from the person in this job. Ensure they are specific to that particular position.

### 2. Complete a skills list.

Using the job specification, compile two lists of skills

you consider are required for someone to be successful in this position.

- A list of technical skills which apply to the position, eg. administrative, sales, manufacturing, etc. They are the skills that any person must have if they are to be considered for the position.
- A list of interpersonal skills which apply to the position in question, eg. attitude, empathy, outgoing, positive, etc.

It is useful to compile a scoring system beside these skills to assist the evaluation process.

### 3. Identify a recruitment source.

Now that you have a good description of the position and a skill requirement list, you can decide on the best source of potential candidates.

Consideration should be given to:

- Referrals from present employers
- Internal applicants
- Newspaper advertisements
- Recruitment agencies
- An H.R. adviser
- A business colleague

### 4. Prepare a structured interview.

It is essential to prepare a structured interview before you see applicants. Casual interviews do not provide a good measure of future performance.

Use the job specification and skills lists as the basis for your interview.

Good recruitment advisers prepare structured interviews based on the core skills you have identified. They ask for examples which illustrate how the person utilises these skills in their work.

### 5. Use a variety of tools to assist with the selection process.

These may include work tests, psychological tests, multiple interviews and structured reference checks.

Recruiting the right person is one of the most crucial business decisions you have to make. Take care with the process and if possible, seek good advice before proceeding.

# GAME REVIEW



## SNK ULTRA SPIN MAZE

**SNK** has a number of off-the-wall products about to hit the market, with Ultra Spin Maze not the least of them. A metal ended rod holstered on the machine is picked up and held by the player, who guides it through a slowly turning "maze" of obstacles. If the rod touches the side of the maze, it vibrates and the game is over. Strange, and strangely appealing.

## BALLY CIRQUUS VOLTAIRE

**MOST** of the success stories in the world of pinballs have been related to movie licenses, such as the recent *Attack from Mars*. But apart from that, Bally have been coming up with the goods by using that age old formula, imagination and originality.

*Medieval Madness* has proved to be a popular pinball, with its mix of tongue in cheek humour and fast gameplay. Now Bally has followed this through with *Cirqus Voltaire*.

First off, this machine stands out from the rest, with its weird use of colour. The artwork also extends the full length of the headboard, covering the usual speaker/dot matrix display area. The display itself has been moved down into the playfield rear end and is tilted perfectly to allow the player to focus on it with the quickest of glances. This works really well, even more so when multiball strikes and there's no time for wandering eye's. Another feature seldom seen on pinballs is the use of neon. A flashing green tube runs the length of the playfield following the curves of the major ball ramp. This alone makes it one appealing pinball.



So how's the gameplay? Well for a fairly open playfield and just the 2 main flippers, this game plays fast. The main objective is to impress the ringmaster and you may find yourself a job in the circus. Be it sideshow alley or up there with the select few in the troupe voltaire.

This game plays like any pinball. The objective, to spell out certain words on the playfield or hit targets in sequence to build up consecutive bonuses.

During play there are two magnetic areas that hold your ball momentarily. One of these rises to reveal the ringmaster. With your ball stuck to the top of his hat, he lets out an evil laugh and unexpectedly flicks it across the field.

This is an attractive pin with a few new substantial features, great sound effects and really cheesy music and humour, but may not be enough to be a classic.

Pete Jacobsen's

The Golf Tradition Continues!!

# Golden Tee '97

Golden Tee 3D Golf, the Number One Golf Video Game of 1996  
is Now Available with 3 Fabulous New Courses!

New Landscaping, Backgrounds, Trees and Objects! New Challenges!

PINE CREEK

Coral Ridge

Red Sands



One to Four Can Play.

Stroke and Skins Play.

Competitive Leaderboards.

Reverse Angle and Instant Replay  
Camera Views.

**EARNINGS OF UP TO  
\$500+ PER WEEK**  
Varying Tee Zones and Pin Positions.  
Adjustable Camera and Difficulty Settings.  
Complete MMA Compatible  
Horizontal Kit.  
Create Almost Any Golf Shot imaginable.

SNK®

# SAMURAI SHODOWN 64

Samurai Shodown 64 is THE 3-D fighting game  
that unfolds like a movie.

Punch, slash, run! Crash through the walls  
and into the next room! Fall through floors  
into hidden levels!

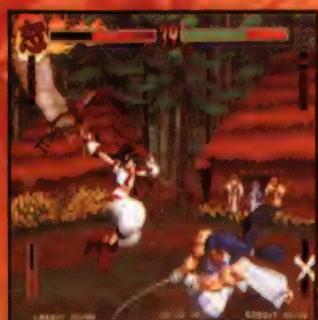
The characters in Samurai Shodown 64 come to  
life with high definition graphics, motion capture  
technology for fluid character movements  
utilizing the new HYPER NEO GEO 64  
hardware system.

Defend your honor through SNK's first 3-D,  
360 degree battle arenas. With furious  
swordsmanship of epic proportions, a warriors  
battle unfolds.

A COMPLETE DEDICATED  
FIGHTING GAME SYSTEM

64™

This product is marketed  
in NZ under an exclusive  
distribution licence held  
by Coin Cascade Ltd.



# HEAR THE BATTLE CRY

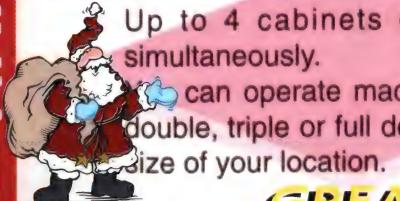
This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.



## Linkable single cabinet is available!

Up to 4 cabinets can be linked simultaneously.

You can operate machines in single, double, triple or full depending on the size of your location.



### DX Specification

Dimensions

Weight : 414kg

System 23 PCB

1

**GREAT NEW GAME**  
**ALSO AVAILABLE IN 29" FORMAT**

# SNK

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.



© SNK 1997 ROADS EDGE

# ROADS EDGE



IN STOCK NOW!  
DON'T MISS OUT  
ON THE POWER OF  
THIS NEW 64 BIT SYSTEM!



### Specifications

Depth: 1,583 to 1,703 mm

Total Height: 1,697 mm

Total Width: 838 mm

Total Weight: 222 kg

Power Consumption: 250W

Power Supply: AC100V +/-10V (50/60Hz)

\* Specifications are subject to change for improvement.

Connect up to 4 cars with a synchronized communication cable!  
Feel the action on the screen with the built in reaction handle!



## TIME BOMB EXPLODES SALES ...

**WHEN** PolyGram New Zealand trialed the new Time Bomb® promotional concept, CD sales jumped dramatically. On the very first day of promotion, the music store experienced record sales for one days trading.

The copyrighted design is fabricated

## WELLINGTON ...

**COIN** Cascade Limited has recently restructured it's sales operations in the Wellington region. As mentioned last month Joe Cook from Spacetec Coin has been employed by Coin Cascade as a service technician in that region.

Mike Cook has been appointed as the sales/area manager for the Wellington region. Below both new employees

introduce themselves.

**Mike Cook:** I've spent the last three years commuting weekly between Wellington (where my partner and I live) and Christchurch, where I was the Branch Manager for ? NRG, who are the distributors of RICOH photocopiers and faxes in the Asia Pacific Region. It's now good to be living and working in the

from orange fluorescent, and black acrylic, housing a distinctive 3D bomb icon. Into the centre of the bomb is mounted a 24 hour digital display clock with a "\$" symbol inserted before the digits. This provides shoppers and salespeople with the current price of the featured album.

same city!!

I've had a varied career previously including time in the NZ armed forces, travel and sales. We live by the sea - with interest including sailing, scuba diving, running, kayaking and of course video games.

Looking forward to the large opportunities the Wellington region presents.

## SO I GOT BRIBED ... AUCKLAND

**SO** I got bribed to nab on our CEO!!

The day was Labour Day when the factory was quiet and our little corner of the world had been deserted for the day.

Our CEO (please note not mentioned by name) though he would take advantage of the peace in the factory and came to work. On arrival he let himself into the office and

out into the factory closing the door behind him. But Hello, he pushed the button on the door to find himself locked in the factory.

No phone! No keys! No way out!

Eventually he got the idea to lift the roller door as far as possible - about 1 inch and yelling at anyone who would listen. Finally he got the attention of his wife in the car who was beginning to

wonder where he had got to. Well with Mrs CEO to the rescue daylight was seen again.

We could not understand when we were told the following day : a) what the problem was. He had snack box for food, machine for light, pinball for bed and all the entertainment one could ever want or, b) why he ever admitted to what he did in the first place!!!



## ARTS

### R • A • L • I • A

#### PINBALLS

1. Williams MEDIEVAL MADNESS
2. Bally NBA FASTBREAK
3. Bally SCARED STIFF
4. Williams JUNK YARD
5. Williams ARABIAN KNIGHTS
6. Bally ATTACK FROM MARS
7. Williams JOHNNY MNEMONIC
8. Bally THEATRE OF MAGIC
9. Bally NO FEAR
10. Bally SAFE CRACKER

#### PRIZE REDEMPTION

1. LAI TURTLE MERCHANDISER
2. Incred. WORLD CLASS BOWLING
3. Jaleco SPIDER STOMPIN'
4. Fun House TICKET TAC TOE
5. LAI TICKEE TICKETS
6. LAI STADIUM BASKETBALL
7. ICE CYCLONE
8. LAI STREET BASKETBALL
9. Jaleco SPIDER SPLATTIN'
10. Namco WHAC-A-CROC

## • S • T • A • T • E • S

#### PINBALLS

1. Williams MEDIEVAL MADNESS
2. Bally ATTACK FROM MARS
3. Bally SCARED STIFF
4. Bally THE ADDAMS FAMILY
5. Bally THEATRE OF MAGIC
6. Sega STAR WARS TRILOGY
7. Sega THE LOST WORLD
8. Williams JUNK YARD
9. Williams STAR TREK TNG
10. Sega INDEPENDENCE DAY

#### PRIZE REDEMPTION

1. ICE CYCLONE
2. 5 Star SURFIN' SAFARI
3. ICE CYCLONE JNR
4. Benchmark BIG HAUL
5. Planet Earth TREASURE FALLS
6. Planet Earth DINOSCORE
7. Skee-Ball SKEE BALL TOO
8. Seidel SMOKIN' TOKEN
9. Bay Tek BASKET FEVER
10. Laser Tron PRIZE ZONE

## • A • L • A • N • D

#### PINBALLS

1. Williams MEDIEVAL MADNESS
2. Williams ARABIAN KNIGHTS
3. Williams NBA FASTBREAK
4. Bally CIRQUUS VOLTAIRE
5. Williams JUNKYARD

## • T • E • S

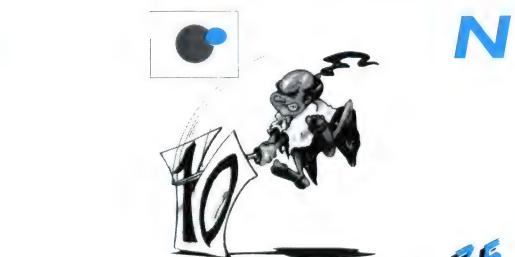
Family Leisure Centres

## TIME OUT

### A • N • D

#### PINBALLS

1. Midway NBA FASTBREAK
2. Sega BATMAN FOREVER
3. Williams JUNYARD
4. Data East JURASSIC PARK
5. Capcom PINBALL MAGIC



# CHIA

## A • U • S • T •

### DEDICATED GAMES

1. Midway OFF ROAD CHALLENGE
2. Namco TOKYO WARS
3. Sega DAYTONA
4. Atari SAN FRANCISCO RUSH
5. Sega VIRTUA COP 2 DX
6. Konami ALPINE RACER 2
7. Konami CRYPT KILLER
8. Midway CRUIS'N THE WORLD
9. Konami GTi CLUB
10. Atari MAXIMUM FORCE

### CONVERSION GAMES

1. Sega VIRTUA STRIKER 2
2. Neo KING OF FIGHTERS '97
3. Namco TEKKEN 3
4. Wintech RED HAWK
5. ICE POLICE TRAINERS
6. Namco POINT BLANK
7. Capcom X-MEN VS SF
8. Midway RAMPAGE WORLD TOUR
9. Atari MACE
10. Capcom VAMPIRE SAVIOUR

## U • N • I • T • E • D

### DEDICATED GAMES

1. Sega HOUSE OF THE DEAD
2. Atari MAXIMUM FORCE
3. Incred. TOURNAMENT 3D GOLF
4. Sega GUN BLADE NY
5. Dynamo SOLITAIRE CHALLENGE
6. Sega VIRTUA COP 2
7. Namco TIME CRISIS
8. Sega VIRTUA FIGHTER 3
9. Sega VIRTUAL ON
10. Midway RAMPAGE WORLD TOUR

### CONVERSION GAMES

1. Incred. GOLDEN TEE GOLF '97
2. Namco TEKKEN 3
3. Atari AREA 51
4. P&P POLICE TRAINER
5. Incred. GOLDEN TEE 3D GOLF
6. Capcom MARVEL VS SF
7. Dynamo TOURN. SOLITAIRE
8. Sega DIE HARD ARCADE
9. Namco TEKKEN 2
10. Namco POINT BLANK

## N • E • W • Z • E

### DEDICATED GAMES

1. Atari SAN FRANCISCO RUSH
2. Midway OFF ROAD CHALLENGE
3. Midway CRUISN' WORLD
4. Sega DAYTONA USA
5. Namco FINAL FURLONG
6. Sega LOST WORLD
7. Konami GTi CLUB
8. Sega SEGA RALLY
9. Sega TOP SKATER
10. Namco ALPINE RACER

### CONVERSION GAMES

1. Capcom SF3 2ND IMPACT
2. Namco TIME CRISIS
3. Capcom SUPER GEM FIGHTERS
4. Capcom MARVEL VS SF
5. Incred. GOLDEN TEE GOLF '97
6. Neo KING OF FIGHTERS '97
7. ICE POLICE TRAINER
8. STORM TROOPERS
9. Sega VIRTUA STRIKER II
10. Atari MACE

## J • A • P

### DEDICATED GAMES

1. Namco FINAL FURLONG
2. Sega THE LOST WORLD
3. Sega TOP SKATER
4. Taito GO BY TRAIN
5. Sega THE HOUSE OF THE DEAD

### CONVERSION GAMES

1. Namco TEKKEN 3
2. SNK KING OF FIGHTERS '97
3. Sega VIRTUA STRIKER 2
4. Capcom MARVEL VS SF
5. Namco QUIZ MY ANGEL 2



## WHAKATANE ...



**CONDOLENCES** to Ross Wilson's family. Ross was tragically killed in a diving accident off the coast of Whakatane last month. He

will be sadly missed and had just relocated Wizards from Tauranga to Whakatane and had fought objections from council etc to open this centre.

## PLAYSTATION PASSES 20M ...



**SONY** Computer Entertainment Inc (SCE) Tokyo announced in August that total shipments of its home video console "Play Station" had passed 20 million units. In Japan "Play Station" has been shipped since 1994 while, in the United States and Europe, it has been shipped since September 1995. There is now a considerable gap between the total sales of Sony's "Play Station" and Sega's "Saturn".

According to SCE, shipments of "Play Station" in Japan have reached 8.5 million units with software sales exceeding 70 million units.

## HAMILTON ...



**TIMEOUT** Central has lost the services of its site technician. Craig Daniel who has gone out on his own. Mike Green from TimeOut has taken many of Craig's responsibilities, including

## TURANGI ...

**TIMEOUT** located within Turangi Burger King has increased its area to

In North America 6.4 million "Play Stations" with 35 million game CD's have been sold.

Europe accounted for 5.1 million "Play Stations" and 30 million software cartridges.

In May this year, SEC increased the monthly production to 1.5 million units, and is planning to increase it further to 2 million units from November.

Sony predicts that sales of the "Play Station" for the year ended March 1998 will exceed 18 million units making the cumulative total in excess of 31 million units.

the diesel van. This has meant that Mike has to start earlier and finish later due to the slowness of the van. But we don't have any speeding tickets.

accommodate more machines to keep up with the demand from the public.



## CENTRAL NORTH ISLAND ...

**OPERATORS** within this region have noticed that this months school holidays have not been as busy as expected. Income levels from hotel locations have tended to be steady with new locations being placed on a maximum of 30% with 20% being achieved more and more. These locations are also being secured by site contracts



## ROTORUA ...

**THE** Briggs family have purchased a Thundercat. This is an eleven foot inflatable dingy powered by a 50 HP outboard. On the water it can reach speeds of up to 60 mph. They are currently racing within the NZ National Points Series under the name and sponsorship of TimeOut Central.

Reliefdriver and Auckland operator Maarten Boogart will have a guest appearance at Muriwai

## MOUNT RUAPEHU ...

**WITH** the imminent closure of the ski fields operators must have been sighing with relief that the mountain has behaved

## AUCKLAND ...

**HENDERSON** in West Auckland, is home for the latest GameWorld Centre which opened to the public mid

benefiting both location and machine owners..

**INCOME** levels have been low over the traditionally quiet October/November months. Operators are looking forward to Christmas holidays that are not far away, with some operators even considering machine purchases now, instead of leaving it up to the last moment.

beach where the big waves are.

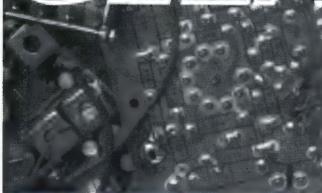
Racing is held throughout the North Island and involved Surf Cross and Speed Circuits. These events attract a lot of attention and are an excellent spectator sport. These events are being filmed and will soon be nationally televised. We will keep you up to date on their progress.

itself and not given them too many problems. Although it has its moments, with ash and temperatures rising.

November. Located in the main street, GameWorld is the culmination of 6 months of



# PINBALL PART I CLEANING TIPS

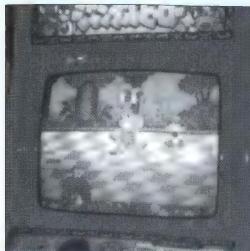


4. Double check that you got all the burnt out light bulbs - some may have been just 'loose.' Raising and lowering the playfield will reset the sockets. Replace any suspect bulbs (so you don't have to come back after them later).
5. Raise the playfield and check for any loose screws. Any nut or screw laying in the cabinet body has to have come from somewhere ... loose screws and bolts mean loose game pieces. Loose solenoids will bind and burn out. Tighten all the solenoids. If you can't find where a screw comes from, check for loose things above the playfield ... it is not unheard of for screws or nuts to work loose from playfield features (Indy's Path of Adventure, for instance) and fall through playfield wiring holes or switch cutouts to the cabinet floor. If a tunnel isn't working it is likely a screw, nut or something else has fallen into the tunnel. As an example, broken electric chair light bulbs on The Addams Family tend to fall into the swamp tunnel.
6. Lower the playfield and remove all rubbers (including flipper rubbers) and clean with Wildcat RC-88. If they do not clean well or are worn, then replace them. Clean the flipper paddles themselves with rubber cleaner (this will get the rubber gunk off). If the game has a manual plunger, be sure to check the plunger tip for wear. Don't forget to rotate the flipper rubber when you reinstall it so the worn spot at the tips is on the backside of the flipper, providing fresh rubber for the tip.
7. If the playfield is Mylar covered or Diamondplated (ie virtually any game within the last five years), use Novus #2 plastic polish. If the playfield is bare paint, use Wildcat 125 or Mills Wax. Use a soft cotton rag or towel to spread the polish thinly and evenly over the whole playfield. Novus may be used on plastic ramps, but not Wildcat 125 - Wildcat will damage ramp plastics! After it dries, buff it off. Make sure you get it all as the liquid will seep under the metal rails, into screwholes, etc. Be sure to get down the inlanes, outlanes and into the drain area. Take extra care around any jet bumpers as these are high traffic areas. This is like car wax - the more you buff, the slicker the surface. Don't skimp here ... this will be your polished playing surface.
8. Use diluted glass cleaner to clean each ball. Check each ball for damage and wear. Damaged or worn balls should be replaced as they will damage the playfield. Note that special balls such as Twilight Zone's power ball will almost always look dirty - the trick here is to check the surface to see if it looks smooth and polished. Any scratches, pit, gouges, or scrapes indicate a damaged and worn ball that needs replacing. Don't gamble on your playfield's life - if the ball looks scratched, dull, or is damaged, then replace it. New pinballs are only \$1.25 or thereabouts ...
9. Reassemble the playfield making certain that playfield parts with solenoid shafts sticking through them (ie the back ramp on IJ with the ball stopper shaft sticking through it and ball diverter shafts) don't bind. Use a dry cloth to wipe down any fingerprints you may leave on the playfield as the oil from your fingers will attract grime. Be sure to make sure each and every post, nut and screw is tight and secure. Loose things will come loose and mess things up.

Courtesy Star\*Tech Journal, Inc.

# GAME REVIEW

## CAPCOM JUNGLE HEALER



**JUNGLE** Healer is at the core a very basic video game aimed at younger children, which pays out tokens on their success in a comedy battle.

Players choose an animal character to duly attack their brave lion and, with battle commenced, pound upon one button repeatedly as fast as possible in order to stave off the attack and keep the lion intact.

## NAMCO FINAL FURLONG

A horse racing game where you sit on a mock horse? Apparently so. A choice of courses and nags is afforded the player as the steed is mounted in preparation for the game to begin. Speed is gathered by one of two methods of manipulating the horse and also under the control of the player is the direction his horse takes, by way of moving its head. Rhythm is important, especially in that Final Furlong, where speed is of the essence if the race is to be won.



## FIGHTING WU-SHU

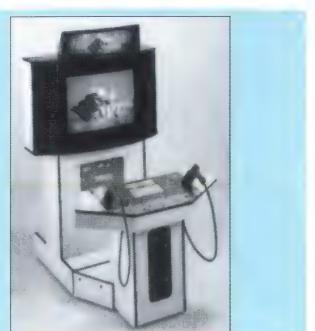
**ONE** of the more high profile fighting games at JAMMA was Konami's Fighting Wu-Shu. An impressive kit, the graphics are of a Tekken/Virtua Fighter style difficult to achieve on a PCB and the format is of a typical best of three style.

## ICE EGG VENTURE

**ICE** has hatched a new target shooting kit, similar in gameplay to Police Trainer, for international markets.

Egg Venture offers simple graphics and 38 random egg scenes, whereby players scramble to complete the levels.

A two-player competitive game - meaning players shell out more cash - gives scope to fry your opponents, leaving them well boiled. The game should appeal to eggheads and eggsperts alike.



## CAPCOM SF III 2ND IMPACT

**DISPLAYED** in PCB form at JAMMA, the latest in Capcom's almost impossible strung-out series, Street Fighter III 2nd Impact, features the same graphics with which the countless prequels fared so well and several new characters - 13 in all. Giant fighters provide the largest challenge in this game of six-button control.

TIME OUT



## AUCKLAND CONT ...



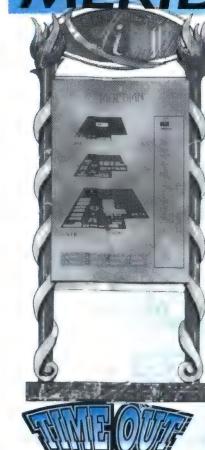
hard work and negotiation by owner Mr Peter Choi. GameWorld offers amongst others a 50" GunBlade, an 8-link Daytona, a 4-link Wing War, 4-link Virtual On (all in 29" format) and a Jaleco PhotoLand Photo Sticker machine to round out the selection. An assortment of 25" and 50" cabinets debut the latest in PCB conversion games. We wish Peter all the best in this new venture.

**PHIL** Ward, Auckland's intrepid globe trotting operator and pinball connoisseur, has just returned from his latest trip to AMOA '97 in Atlanta, Georgia. The trip saw Phil take in some more exciting locations than just the place that held the '96 Olympics - Buenos Aires in Argentina, the Iguacu Falls in Brazil, Monte Video in Uruguay,

Atlanta Georgia for the AMOA Show, Puerto Rico, then home via the USA.

**THE** Off Road Challenge has landed in Auckland. The latest driving game from Midway Games Inc has attracted a great deal of attention and rightly so. This latest progeny from the stable that gave us winners like Cruis'n USA and Cruis'n World is showing it's pedigree with weekly incomes that justify the investment. The combination of racing style and player selectable/adjustable options make this a great game for those that are learning to play as well as those more competitive in nature. Off Road Challenge is a necessary purchase for those locations that cater to a wide variety of customers.

## MERIDIAN MALL - DUNEDIN ...



**THE** largest retail centre in the South Island, the Meridian opened in September and was designed from the outset to be something quite special. Originally constructed in 1903, the facade has been retained to keep within the style of Dunedin's architecture. This multi-storeyed centre operates 7 days a week and focuses on fashion, food and lifestyle. The exciting young management team have taken

great care to achieve the right mix of retailers for the 48 shops which has resulted in a high standard of New Zealand and International stores.

Architects, ASA Crone, have consciously avoided harsh lines and artificial light with their elegant atrium and soft flowing lines which take you gently through this centre flooded with natural light.

# NAMCO HIT AMERICA!!!!

WILL NAMCO STATION'S POSITION, ON THE SOUTH BANK OF THE RIVER THAMES, HELP MAKE IT A MONSTER SUCCESS OR A GIGANTIC FOLLY?

**WHEN** Segaworld opened its £45 million (\$72m) doors last summer, it roared like a lion. The 10,000 sq.m. site was billed as the most exciting new tourist attraction in Britain and was expected to attract 1.75 million people in its first year. Nearly 18 months on, the roar has become the sad whimper of an injured white elephant in serious need of medical attention.



smiling visage, across the river from the House of Commons. BACTA may have hosted its Parliamentary "Play a Machine" night here, but Namco would be pushing optimism to the bounds of desperation if it is banking on the likes of Gordon Brown and Robin Cook forming its clientele.

So where are the customers going to come from? According to Namco Europe's operations director, John Bollom, the local offices and residential areas, together with the London Aquarium and hotel developments, offer hope that a broad cross section of people will be attracted. Namco is clearly not

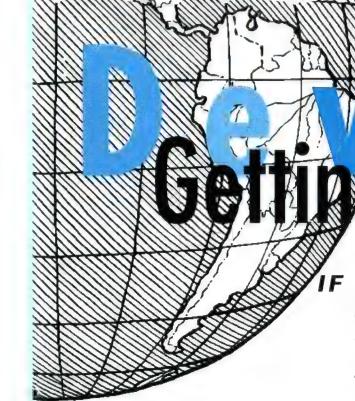
On this evidence, Namco's decision to launch a £5 million (\$8m), 3,250 sq.m. competitor on the neglected South Bank would appear to be slightly optimistic. If Sega can't entice a decent percentage of the 2.9 million people it finds on its doorstep, Piccadilly Circus, every year, how will Namco persuade them to trek over Westminster Bridge?

Namco Station's general manager Alan Rawlinson admits: "The main hurdle we have to overcome is the location." County Hall is situated under the gleam of Tony Blair's

limiting the appeal of the centre to one demographic sector. "We have tailored this centre to suit both the tourist and local market," says Bollom. Though the majority of customers are expected to be in the 18-30 age bracket, Namco reports that so far families are frequent visitors at the weekend, kids pop in after school and office workers enjoy a beer or two after work in the evenings.

Bollom admits, though, that "the first six to nine months will be an uphill struggle to let people know what and where we are", mainly due to the fact that, by his own admission, the South Bank has been badly neglected. Which begs the question: why choose the site in the first place?

"Long term, I believe in the location," says Bollom. "The South Bank is going through a period of regeneration and it has strong catchment areas in terms of offices and residents. I'm a great believer in word of mouth, and I'm hopeful that our marketing campaign will



**IF** you were a video game developer, what would it take to get you excited? How about seeing your game on millions of computer screens across the continent. That potential is the reason why, for the first time in years, game developers are abuzz about the opportunities in the amusement industry.

In light of the new Public PC technology being introduced by NANI, developers are being presented with a whole new market for which to develop their wares. To spur things on, the AMOA provided 6,000 of the industry's top game developers with software development tool kits. These kits help developers create games for Public PC and make existing Windows 95 games compatible with the new coin-op standard.

"Developers are really the foundation of the Public PC movement," says John Klayh, Vice President of NANI. "We want and need them excited about this new technology." And excited they are. In the past, game developers who created products for the big three, Sega, Sony and Nintendo, have had to pay huge licensing fees and give away a large slice of any profits. To top it all off, the games only reach a small portion of the overall market.

Public PC, on the other hand, offers 88 million customers and millions of locations. That

represents the single greatest economic opportunity for game developers in decades, and enough revenue potential to make any developer sit up and take notice.

Soon, video game players can expect to see many of their favourite home games available through coin-op, as well as a whole new raft of games developed specifically for the Public PC. And with the new technology, players will be able to pick and choose any game at one location with a simple menu selection.

Matt Saettler, game developer at Monolith Productions, likes what he sees. "the Public PC offers a consistent and stable infrastructure. And with a universally standard control panel, there's never any doubt or confusion as to where all the buttons and joysticks go. That's great peace of mind for the developers."

Add all this to the fact the player marketplace is huge and you can see why developers are getting into the game. "Who wouldn't get excited? Developers now have the chance to have their games viewed on potentially millions of machines, tried by millions of people," says Saettler. All of this means operators are assured of plenty of exciting products for their new Public PC system. And better products mean bigger revenues.

# PC IS GOING PUBLIC

REPORTS indicate that game operators across the world will face changes which will increase their flexibility and control of what they offer, and increase their revenue base. John Klayh of NANI, explains.

"We've mixed the convenience and familiarity of the personal computer, the power of the Internet and the excitement of cutting-edge game technology, all at an affordable price. It literally is the single greatest thing to hit the amusement and entertainment industry! That's Public PC, and NANI is proud to bring this to AMOA members."

Public PC is the newest technology wave which will literally change the way game operators do business. NANI intends to do away with cumbersome one-game technology and the huge hardware costs that go with it. Operators who currently have a single purpose game machine with a limited shelf life, will be able to generate more money, more ways, for a longer period of time.

Most importantly, NANI hopes game operators will no longer be held hostage by a supply system charging exorbitant rates for the games, the hardware and



the changes that are often required. "Public PC changes everything" says Klayh.

## HOW IT WORKS

IMAGINE walking into a location, logging on with a personal ID card, choosing any one of more than five games, then playing to your heart's content. Need a change of pace? Pick another game. Want to really test your skills? Play tournament style against thousands of other players from around the world. And wait 'til you see the prize potential!

Each cabinet houses standard, personal computer (PC) components. The brains of the entire system can sit in one central location or on the Public PC providing players with unlimited entertainment options. This set-up allows for multiple game and service capabilities while being networked across the continent. It's total control and flexibility like never before with unmatched potential. "What's even better is that the system is as easy to use for the operator as it is for the players. It truly is user friendly," adds Klayh.

## WHAT'S IN IT FOR OPERATORS?

INCREASED revenue. At the

very base of it all, with so much available at their finger tips, players will spend more time and more money at game locations. Exciting new screen technology is capable of supporting full-colour, full-motion advertising targeted specifically to players, in multiple cabinet configurations.

This opens up a totally new source of revenue for operators. They will also have the ability to offer innovative promotions such as coupons to reward players and build their loyalty. Operators will own a cutting edge technology which gives them the flexibility to create customised entertainment centres, all serviceable with off-the-shelf components.

## WHAT'S THE COST?

LIKE everything new, there is a cost. But it's far less than the old one-game-one-box way of doing business. Instead of dedicated hardware, operators purchase PCs for their locations. "The beauty of it all is that they can buy top-of-the-line PCs available off the shelf and run dozens of games off of each one," Craig Johnson of NANI reports.

The bottom line is that anything operators lay out in start-up costs comes back in additional play revenues and advertising dollars.

pay off." Namco has a strong presence on the London Underground network, together with posters and a run of adverts on London's Capital Radio.

Certainly Namco can't be accused of entering the project lightly. Bollom recalls the day, over three years ago, when the first seeds were sown: "It was the summer of 1994 when we first went to look at the site to consider the possibility of developing it. A long gestation period followed because the building was full of nooks and crannies and didn't offer much in the way of open space."

If Bollom was the brains behind the initial development, it is Rawlinson who takes the credit for the interior layout. He too accepts that there will be an initial period of establishing a following before the site reaches the same levels of income as Soho's Wonderpark: "I think it will probably take two years before we hit peak performance. But we've already experienced increased take, week on week. Figures went up 30 percent last week alone."

Rawlinson's strategy was to include something for everyone which is why the centre boasts not only 200 video games but also ten-pin bowling, American



pool, laser shooting and dodgems. Arguably of most significance is the bar, which features a DJ at weekends and has ensured a healthy attendance. It is worth noting that Segaworld is to follow suit.

Another feature planned at County Hall is a Häagen-Dazs cafe, likely to further increase the diversity of the site's clientele. Variety of choice is evidently of prime importance, as Rawlinson confirms: "We don't want to make the same mistake as Segaworld by forcing people into what they do.

I think their philosophy was, 'we'll get people in and out as quick as we can,' and that hasn't happened.

"I also think there is a problem with the layout there - it's too complex. I, for one, don't feel comfortable. You can see something on the third floor and think, 'Oh, I'll come back to that.' But then you can't find it again."

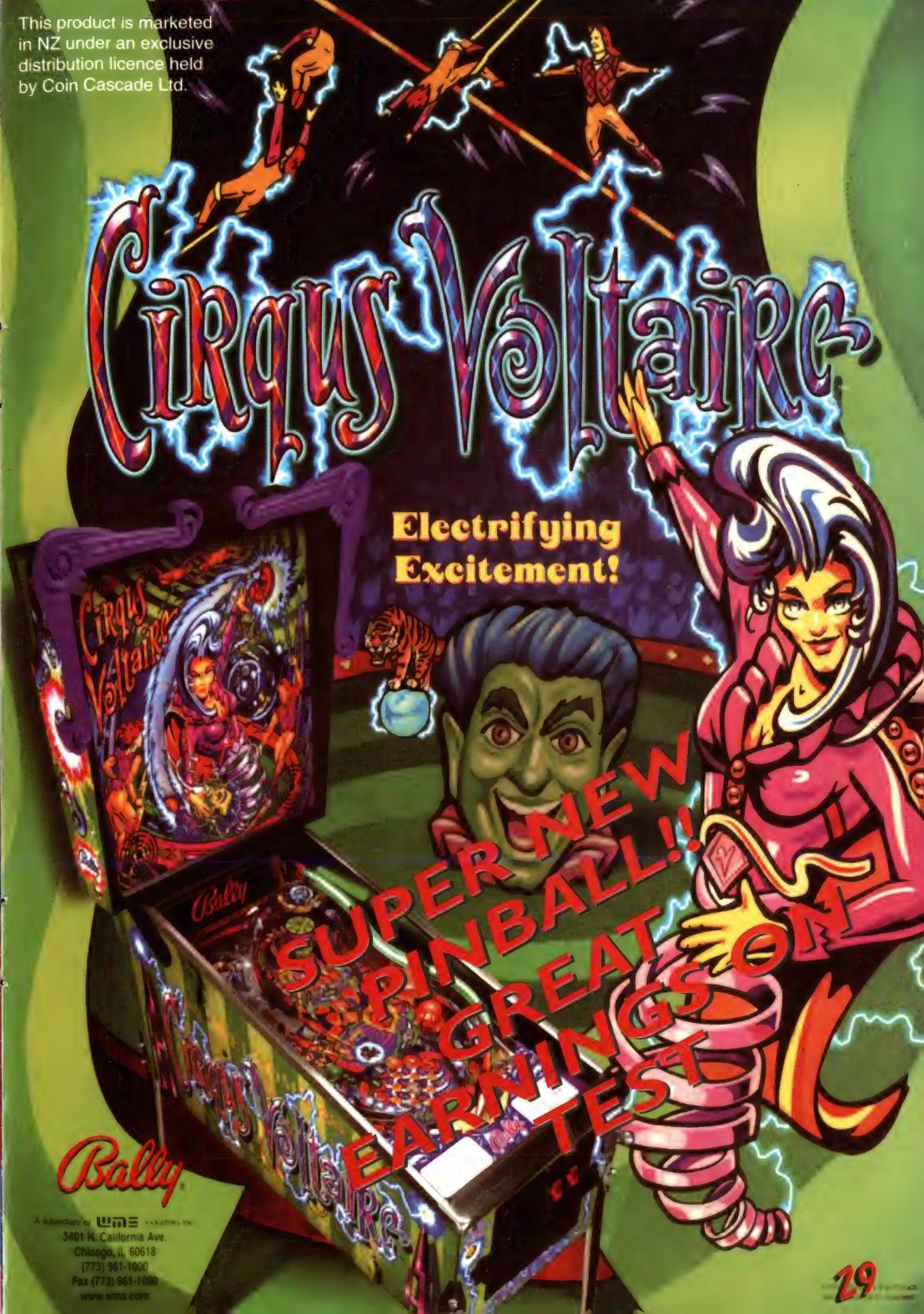
The layout at County Hall is relatively simple, and visitors are constantly confronted by a choice of attractions - it is impossible to play a video game without spotting the dodgem track in the centre of the arcade. Likewise, you can't get to the pool section without passing through the bar and laser shooting. Even here, Namco is switched on - buy a drink with a tenner and the change comes in pound coins, perfect for slotting into Final Furlong.

Rawlinson's willingness to take on board all possible revenue streams is evidenced by the fact that the most popular machine is one of Sega's. "We realise Sega currently has some strong product, so we'd be stupid not to house it," he states. "Whereas Segaworld's philosophy was to cram as much of its own machines in there and then fill up the space with whatever else." Hopefully the name of the star attraction will not be a bad omen - The Lost World.

Courtesy AB Europe



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# INTERNATIONAL *news*

## VIETNAM'S FIRST WATERPARK ...



**SAIGON** Water Park's management team is working round the clock to prepare for a December launch. The development, near Ho Chi Minh City, will feature a 15 metre tower with slides, flumes, a wave pool, children's activity

pool, lazy river, multi-lane and twister slides.

The attraction is the result of a four year effort by developer, John Coffin, who raised \$11 million for the project. The park is being built by HBP Project Management. More waterparks are planned for Ho Chi Minh City, Phuket and the Philippines.

## CEDAR POINT RIDE DEBUT ...



**CEDAR** Point amusement park/resort in Sandusky, Ohio, has announced plans to build a world record breaking multi million dollar thrill ride that will debut for the 1998 season. Called Power Tower, this mega-thriller will be the tallest ride of its kind in the world, looming 300 feet high.

Power Tower will consist of four 240 foot tall towers topped with connecting arches. Two of the towers will blast riders up its structure, while two thrust riders down - all in three seconds at speeds of more than 50 miles per hour. Power Tower will accommodate 48 riders at a time, 12 on each of the four steel towers, seated in groups of four or two. Riders will sit in outward facing seats with their backs to the towers. Over the shoulder harnesses will secure passengers in open air seats, which will leave their legs dangling freely in the air.

Power Tower will have one entrance that will lead to two separate queue lines, one for the towers that blast up and one for the towers that blast down, allowing riders to choose which sensation they want to experience. On the two towers in which riders are blasted up, they will be seated when suddenly and unexpectedly, the seats will shoot up the towers to a height of 240 feet. At the top, riders will experience negative gravity, be pulled back down to the ground, and bounce halfway back up the tower. On the two towers in which riders are blasted down, they will be seated and elevated to a height of 240 feet, pause a few seconds, and then suddenly be released and thrust toward the ground. Riders will experience negative gravity before plunging downward and then bouncing halfway back up the tower.

## ACCLAIM AIMING FOR MARCH ...

**ACCLAIM** has announced ambitious plans to enter the ArcadePC market early next year.

The company is currently negotiating with several high profile consumer game developers to publish their games for the ArcadePC initiative, and the first two products are scheduled for launch in March.

In an exclusive interview with AB Europe, Acclaim Coin-Operated Entertainment

sales director Leon Deith commented: "The distributors are going to be very gung ho about ArcadePC and they'll all be building cabinets from March onwards. Meanwhile, we'll be coming to market with around nine games for ArcadePC next year and the first two should be ready in March."

The exact nature of the games was unavailable at press time, although one is expected to be a driving game.

## WMS SEC REPORT ...

THE SEC report filed by WMS also confirms that a "successful" coin-op video game launch (defined as at least 5,000 units sold) nearly always translates into "at least" 100,000 sales of the home version of that title. WMS advised that GT Interactive has paid \$35 million in licensing fees for rights to develop CD-ROM versions of WMS games for the PC (home) market. And, WMS provided some eye-opening statistics such as

salaries, bonuses and stock positions for top execs, as well as the fact that Mortal Kombat products of all sorts (including licensing and spin-offs) accounted for 22% of company revenues in fiscal 1997 (last year it was 34%). In a move toward realising the planned spinoff, the WMS board of directors in late September approved redemption of convertible debentures to take place October 29 or sooner.

## EUROPE ...

AWP machines will be included in a study of the European gaming market, to be conducted by the European Gaming Institute and the

Netherlands Institute for Public Opinion and Market Research, the objective being to gain a greater insight into the gaming behaviours of Europeans.

**TIME OUT**

# GAME REVIEW

## LAZER-TRON GETS IN A TWIST

**OFFERING** players value for money is the aim of the new redemption game from US firm Lazer-Tron.



Billed as the slowest playing big money game in the industry, Twister will be premiered at this year's Fun Expo, followed by appearances at AMOA and IAAPA. A coin shooter provides the focal point of the game, with players having to aim their coin at one of seven different value targets. The playfield is cylindrical, ensuring that coins often stay in play for up to 20 seconds.

## NEW TWO PLAYER GUN KIT FOR JUDGE DREDD

**ACCLAIM** Coin-Operated Entertainment is this month preparing to ship a great new 2 player shooting game "Judge Dredd" which is themed on the comic strip character of the same name.

This action packed game propels the players through 4 worlds containing 15 thunderous levels, fighting through tunnels, plazas, escalators, lift shafts and mezzanine floors through a frenzy of explosive 1st person 3D action.

With its remarkable SG Graphics, full motion video sequences incorporating the very latest motion capture technology and packed with bonuses, powerups and secret rooms, this game is sure to become an international hit.

In an unprecedented move, the Acclaim management have decided to bring the game out as a convertible kit complete with guns, holsters, top marque graphics, control panel overlay and side decals. This will no doubt be welcomed as a shot in the arm for all operators out there who are up against the big expensive dedicated alternative, and so can convert and profit from their existing older games. This game is now in stock and is distributed exclusively in New Zealand by Coin Cascade Ltd.



## NAMCO LIBERO GRANDE

**LIBERO** Grande is a football (that's soccer) game from Namco with impressive chunky graphics in which the player is able to choose from a welter of national teams. He controls the player of his choice from a list provided before the match featuring various strengths and weaknesses.

**TIME OUT**

# GAME REVIEW



## SEGA'S GET BASS

SOMEWHAT "tame" in terms of what usually constitutes a popular video game, Sega's Get Bass attracted a healthy crowd throughout the JAMMA Show, eager to grip the cutdown rod and take to the water in the hope of simulating the act of catching a fish. Casting is done at the touch of a button and, when - if! - a fish takes whatever bait is offered, much line playing ensues in order to bring the beast on board. Only 40 percent complete when viewed.

## CAPCOM POCKET FIGHTER

ANOTHER PCB from Capcom, this appears to have been programmed either by the SFII/SFIII team, or by someone having a quiet laugh at their expense. Pocket Fighter's cute characters and a simplified three-button control suggest that it is the younger age group which this is aimed at, though the various Street Fighter-esque settings and number of impressive moves highlight the fact that this is actually quite an impressive game.



## SEGA WATER SKI

AFTER jet-skiing, the logical next step, it seems, is water skiing and Sega is the first to explore the possibilities with the big cabinet offering, Sega Water Ski. As with its earlier expansion on a theme, Top Skater, Sega has employed much of the same control method as previously seen in other games, with the two short skis on which the player stands.

Also like Top Skater, the skis make for more interaction than just the twist-to-turn, with jumps and stunts possible by tipping forward on one's toes. Three courses and several skiers comprise the choices and the impressive graphics include a hurtling roller coaster in the background.

## TAITO SIDE BY SIDE: EVOLUZIONE

One of the many sequels due to hit world markets this year, Side By Side: Evoluzione offers players - who can be linked together for greater competition - the choice of 10 existing road cars and five courses to race in and around. The twin cabinet machine poses a challenge in terms of overtaking as most of the computer driven cars seem intent on preserving their position and the courses seem sufficiently twisty to test reactions.



# INTERNATIONAL *news*

## UNITED KINGDOM ...



LONDON'S Segaworld, sporting a somewhat checkered record since opening in September 1996, has entered hospitality business with the introduction of three packages with the intention of catering for up to 2,000 guests at a time. The venue is now available for hire seven days a week from early midnight, with costs for corporate events varying from US\$78 per head upwards for the luxury of hiring all six floors.

Also in the UK, coin handling company Coin Controls has confirmed its commitment to protecting its intellectual property rights after

successfully concluding a number of legal actions of patent infringement. Said Managing Director David Orton: "We invest a great deal of money in research and development so we must vigorously protect that investment. The issue of intellectual property protection is nothing new in the coin machine industry, but with its global expansion - especially in Asia - the issue gains increasing prominence. The bottom line now is that any company investing in new product development must also be prepared to budget for the escalating costs of protecting non-tangibles such as intellectual property."

## INDIA ...

**Leisure & Allied Industries**  
Established 1958

AUSTRALIAN giant LAI has made its presence felt in the Indian market by supplying Leisuretime Amusement Ltd., with all its amusement equipment. Leisuretime has recently opened its first FEC,

in Chandigarh, named Timeout. The 2000 sq.ft. facility is located in a high profile area of the city and, after an initial investment of \$50,000 has 28 machines on site.

## BELGIUM ...

THE Belgian coin machine industry has had its hopes of major changes dashed after the state council rejected proposals for a number of new laws pertaining to regulation of AWP machines. Proposals for a new law had

been put together by the minister for justice and several figures from the Belgian industry. Included in the proposals were a new casino for Brussels, limiting the number of arcades to 200, and extensive but monitored

## BELGIUM CONT ...

licensing of machines, operators and locations. The state council, a government body specialising in legal issues such as this, rejected around 80 percent of the proposals on the grounds of "gambling". While it is not known which sections the council took exception to, it is documented that political motives (not least of them an upcoming general election) played a major part in the rejection and plans for

an overhaul now seem destined to take place. The Belgian industry had mixed reactions to the news. On the one hand it would have sorted out Belgium's laws once and for all in line with other EC countries, though business is said to have been slow in the country of late, with operators holding back cash pending a decision. They will now be free to invest in other lines once more.

## PC BASED VIDGAMES READY ...



IF you didn't spend at least several hours on "Developers Row" at the recent AMOA Expo (Atlanta October 23-25), then it's a sure bet you don't know what's going on in the world of PC based games in coin-op. "All I hear is a bunch of hype; when will there

be product to buy?" one operator asked us - an operator who did not attend the show. Answer: there are over a dozen CD-ROM titles and several PC-based systems selling right now! And, more are coming every month.

## POLAND ...

SOURCES in Eastern Europe inform us that the Polish coin machine market is reopening, though not for legitimate business. As many as 10,000 machines have gone into the country so far this year. Mostly of an AWP nature, many are from the Czech market, which is now well established and re-equipping. Casino slots also form part of the figure and all the machines are used.

Hungary is another country from where the machines have appeared. Additionally, the annual Warsaw Coin Machine Show, scheduled for September, has been postponed until spring '98 after great uncertainty in the country about the future of the industry and a desire to bring payout laws in line with Poland's eastern European neighbours.

**TIME OUT**

## MICROSOFT SUPPORTS COIN-OP

SOFTWARE giant Microsoft will continue to support the PCarcade initiative by working with hardware and software developers to ensure that quality games are brought to market, according to the company's Jason Robar, who spoke during a seminar entitled "Windows in the Arcade" at AMOA International Expo in Atlanta. Robar, who was at the forefront of Microsoft's AMOA presence, said the company's focus "will move into the background" with more emphasis on players from the PC industry.

"I would like to take the opportunity to really stress and clarify where we fit into the picture," he said. "We see ourselves as a partner

behind the scenes. Sometimes between the software developers and the people who manufacture hardware, we try to act as an interface.

"We expect to see a continued pace of innovation and a continued introduction of products based on the PC standard," he added. "If the PC becomes the development platform of choice, then it can also become the delivery platform of choice."

According to Robar, the past year has proven that PC technology can deliver an arcade-style experience from the standpoint of powerful graphics. "The first question has been answered," he said. "The second question is can we provide you titles that will make money?"

## NAMCO/SKYLINE LBE DEAL ...

NAMCO Cybertainment struck an agreement last month with Skyline Multimedia to license its brand name or trademark, XS, in exchange for financial considerations regarding equipment at Skyline's flagship store XS New York and the ability to continue using the trademark at the Times Square venue,

according to the Wave Report on Digital Media. Namco officials say the deal will serve as a launching pad into the high-end LBE marketplace. Wave also reported that Namco Cybertainment recently purchased two company-owned Laser Storm laser tag.

**TIME OUT**